



## **USER GUIDE for**

### **Marketing**

**Advertising Mail™ • Sustainable® Advertising Mail • Advertising Mail™ with Response**

### **Publishing**

**Publishing Mail**

### **General Correspondence**

**Business Mail 1st Class • Business Mail • Packets**

## **PRODUCT SELECTION**

### **Advertising Mail**

## PRODUCT SELECTION

### Advertising Mail

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# 1. Introduction

Your Advertising Mail product options at a glance:

Options	Choices
Delivery Speed	<ul style="list-style-type: none"><li>• 1<sup>st</sup> Class</li><li>• 2<sup>nd</sup> Class</li><li>• Economy + Economy deferred</li></ul>
Format	<ul style="list-style-type: none"><li>• letter</li><li>• large letter</li><li>• packet</li><li>• Big Book &amp; Heavyweight catalogues</li></ul>
Machine-readable	<ul style="list-style-type: none"><li>• not Machine-readable</li><li>• Machine-readable</li><li>• Machine-readable Plus</li></ul>
Sorting	<ul style="list-style-type: none"><li>• no sortation</li><li>• Low Sort</li><li>• High Sort</li></ul>
Containers	<ul style="list-style-type: none"><li>• bags</li><li>• trays</li><li>• unbagged</li></ul>
Multi-stage	<ul style="list-style-type: none"><li>• if you're doing a Multistage campaign, price your items together and earn savings</li></ul>

When you use our Advertising Mail product options you will pay a lower price for 2<sup>nd</sup> Class and Economy delivery speeds than you would with our Business Mail product options.

In order to receive discounts for machine-readability:

- letters must have a Barcode, or meet our OCR specifications
- large letters must meet a specification which is based on OCR requirements.

## 2. Entry criteria for Advertising Mail

All items, to qualify for Advertising Mail, must:

- be correctly addressed
- contain 100% advertising items<sup>1</sup>
- be letter, large letter or packet format
- when sorted, be correctly presented as per the Low Sort or High Sort options
- meet the requirements of the data specification below
- meet the requirements for providing samples below

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<sup>1</sup> defined as a posting comprising a largely uniform message to all addressees, with the purpose of promoting the sale or use of products or services, or to encourage contribution to, or support of, a cause.

We reserve the right to check any part of an Advertising Mail posting and to undertake regular audits to ensure all items sent as Advertising Mail comply with the requirements of our Advertising Mail agreement with you.

## **Customer data - improving targeting**

- where data is not from a consent-based file<sup>2</sup>, you must maintain a documented procedure for suppressing customer and prospect data against the Mail Preference Service (MPS), including MPS deceased. This must be in place and mailing files checked for recency 30 days or less before you post Advertising Mail items. For mail produced overseas where the transit time to the UK is greater than 30 days, mailing files should be checked for recency 30 days or less before the items are despatched to Royal Mail and transit time to UK should be no longer than 90 days
- you must keep and maintain an internal suppression file<sup>3</sup> to ensure that customers and prospects who request to opt out of your mailings are properly logged. This data must be checked 30 days or less before you post the item that uses the data. For mail produced overseas where the transit time to the UK is greater than 30 days, the data must be checked 30 days or less before the items are despatched to Royal Mail and transit time to UK should be no longer than 90 days
- all items must be fully and accurately addressed and postcoded in accordance with Royal Mail's PAF and to the levels determined in the 'Machine-readable letters and large letters' section of this user guide (currently 90% address accuracy against PAF)<sup>4</sup>

## **Sample items**

- for each posting you must provide us with a sample of the item being posted at the same time as posting. You must provide a sample that is an exact reproduction of the items posted in terms of both envelopes used and contents enclosed for each Advertising Mail posting. It is not necessary to supply a sample from each cell of a mailing
- you must ensure you highlight the correct sales order line for the associated mailing sample on the accompanying confirmed sales order, as we will check samples to ensure they conform to the Advertising Mail specification
- you must send samples, together with a copy of your confirmed sales order from OBA, to the following address:

Royal Mail Advertising Mail Team  
5 Almeida Street  
London  
N1 1AS

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<sup>2</sup> A consent-based file is a data list where it can be proved that all customers and prospects have consented to receive direct marketing.

<sup>3</sup> A suppression file is a list of names and associated personal details of individuals and organisations that have requested not to receive direct marketing communication.

<sup>4</sup> When using our Advertising Mail with Machine-readable Plus option the minimum address accuracy is 95%.

### 3. Entry Criteria for our Advertising Mail with Big Book and Heavyweight options

All items, to qualify for our Big Book and Heavyweight options, must:

- be correctly addressed
- contain 100% advertising items<sup>5</sup>
- be packet format (as specified in section 6 below)
- be correctly presented as per the High Sort option

### 4. Advertising Mail – no sortation

#### Volume

Volumes are per class, per day and per site

- letters – minimum 1,000
- large letters – minimum 250

#### Delivery speed choices

- 1<sup>st</sup> Class: aim to deliver on the next working day after the day of posting
- 2<sup>nd</sup> Class: aim to deliver within 3 working days after the day of posting

#### Format and weight

Product option	Format	Weight
Not machine-readable	<ul style="list-style-type: none"><li>➤ letter (up to 240mm x 165mm x5mm)</li><li>➤ large letter (up to 353mm x 250mm x 25mm)</li></ul>	<ul style="list-style-type: none"><li>➤ maximum 100g</li><li>➤ maximum 750g</li></ul>
Machine-readable	<ul style="list-style-type: none"><li>➤ letter (up to 240mm x 165mm x5mm)</li><li>➤ large letter (up to 345mm x 245mm x 25mm)</li></ul>	<ul style="list-style-type: none"><li>➤ maximum 100g</li><li>➤ maximum 750g</li></ul>
Machine-readable Plus	<ul style="list-style-type: none"><li>➤ letter (up to 240mm x 165mm x5mm)</li></ul>	<ul style="list-style-type: none"><li>➤ maximum 100g</li></ul>

#### Product options:

##### Not machine-readable

There are no restrictions in terms of design but the items must meet the address and data standards as detailed in the paragraph on customer data above.

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<sup>5</sup> defined as a posting comprising a largely uniform message to all addressees, with the purpose of promoting the sale or use of products or services, or to encourage contribution to, or support of, a cause.

### **Machine-readable**

- OCR– this requires certain ‘clear zones’ and areas to be left blank on the envelope and there are some design and presentation constraints. Variations of this specification are available for letters and large letters
- Barcode – this is for letters only and is recommended for more creative items as there are fewer design constraints. You are required to print a 4-state barcode on the item, which is an iteration of the recipient’s postcode and premise number or name with some additional information

### **Machine-readable Plus**

- OCR – this requires certain ‘clear zones’ and areas to be left blank on the envelope and there are some design and presentation constraints. Variations of this specification are available for letters and large letters
- Barcode – this is for letters only and is recommended for more creative items as there are fewer design constraints. You are required to print a 4-state barcode on the item, which is an iteration of the recipient’s postcode and premise number or name with some additional information

### **Please note the following requirements in relation to machine-readable items:**

- the maximum size for a machine-readable large letter is smaller than a non-machine-readable large letter, due to sorting machinery and tray constraints
- you will find full details of minimum sizes in the Machine-readable letters and large letters section of this user guide
- you will find full details of the technical requirements for using OCR and Barcode as well as the accreditation process which must be undertaken, in the Machine-readable letters and large letters section of this user guide
- you must comply with these requirements or your mailing may be subject to a surcharge or a loss of discount, or may be sent as an alternative product.

## **5. Advertising Mail – sorted options**

### **Volume**

- letters – minimum 4,000
  - unless combined with International Letters Country Sort High Volume when the overall total must be a minimum of 4,000
- large letters – minimum 1,000
  - unless combined with International Flats Country Sort High Volume when the overall total must be a minimum of 1,000. Please note, the format definition for overseas postings may make the international item a packet
- packets – minimum 1,000
  - unless combined with International Packets Unsorted High Volume when the overall total must be a minimum of 1,000.

For details on International Country Sort High Volume, please refer to [www.royalmail.com/internationalletters](http://www.royalmail.com/internationalletters), [www.royalmail.com/internationalflats](http://www.royalmail.com/internationalflats) or [www.royalmail.com/internationalpackets](http://www.royalmail.com/internationalpackets)

## Delivery speed choices

- 1<sup>st</sup> Class: aim to deliver on the next working day after the day of posting
- 2<sup>nd</sup> Class: aim to deliver within 2 working days after the day of posting
- Economy: aim to deliver within 4 working days after the day of posting
- Economy deferred: aim to deliver within 4 working days after a date stipulated by you, up to 28 days after posting

## Format and weight

Product option	Format	Weight
Low Sort	<ul style="list-style-type: none"><li>➤ letter (up to 240mm x 165mm x 5mm)</li><li>➤ large letter (up to 345mm x 245mm x 25mm)</li></ul>	<ul style="list-style-type: none"><li>➤ maximum 100g</li><li>➤ maximum 750g</li></ul>
High Sort	<ul style="list-style-type: none"><li>➤ letter (up to 240mm x 165mm x 5mm)</li><li>➤ large letter (up to 353mm x 250mm x 25mm)</li><li>➤ packets (Shoebox size – up to 120mm x 250mm x 350mm) (Board Game size – up to 60mm x 350mm x 450mm)</li></ul>	<ul style="list-style-type: none"><li>➤ maximum 100g</li><li>➤ maximum 750g</li><li>➤ maximum 2000g</li><li>➤ maximum 2000g</li></ul>

## Low Sort options:

- **Low Sort with OCR** - this requires certain clear zones and blank areas to be left on the envelope and there are some design and presentation constraints. Variations of this specification are available for letters and large letters
- **Low Sort with Barcode** - this is for letters only and is recommended for more creative items as there are fewer design constraints. You are required to print a 4-state Barcode on the item, which is an iteration of the recipient's postcode and premise number or name with some additional information

## 6. Advertising Mail with Big Book and Heavyweight product options (sorted options only)

### Volume

- minimum: 12,000 items per posting
- maximum: 2,000,000 items per collection and delivery per week

### Delivery speed

The majority of items are likely to be delivered on Mondays & Tuesdays when our delivery network has the most capacity.

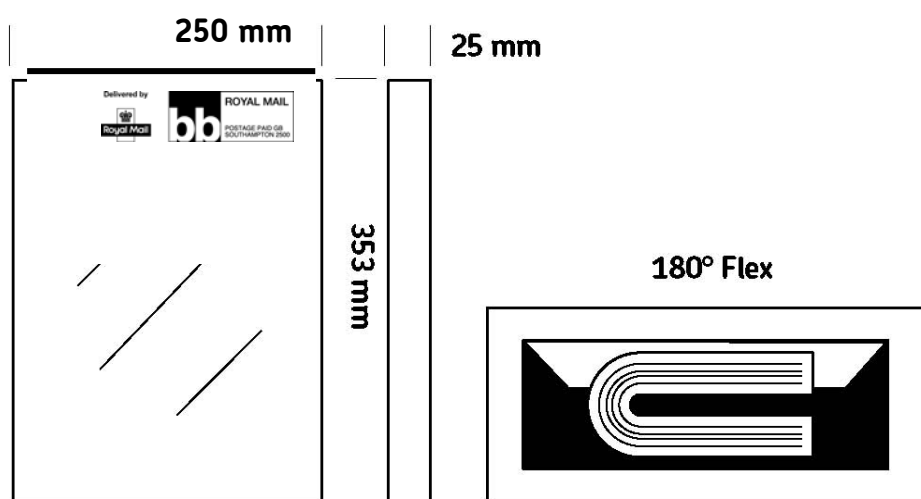
### Format and weight

Product option	Format	Weight
Big Book	B4 (up to 353mm x 250mm x 25mm)	<ul style="list-style-type: none"><li>➤ minimum 751g</li><li>➤ maximum 1500g</li></ul>
Heavyweight	B4 (up to 353 x 250mm with no maximum depth)	<ul style="list-style-type: none"><li>➤ minimum 751g</li><li>➤ maximum 3000g</li></ul>

### Flexibility

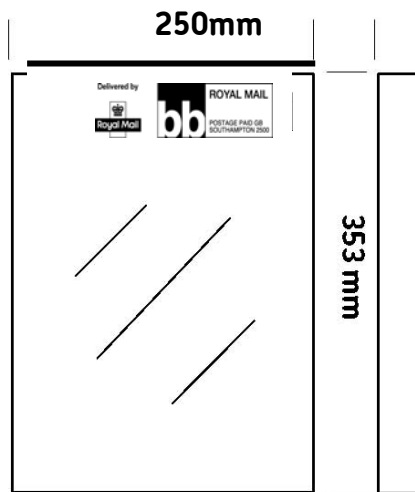
- Big Book: capable of being flexed 180 degrees without unsealing the wrapping
- Heavyweight: no restrictions on flexibility

### Big Book





**Heavyweight – ideally for shrinkwrapped or polywrapped items**



## **7. Multistage option**

To find out whether your mailing items qualify for an Advertising Mail with Multistage option saving, you need to consider 3 things:

1. your advertising campaign
2. your 'main mailing' item
3. your Multistage (teaser or reminder) item(s)

### **Your advertising campaign**

- Multistage option mailings have to be 100% advertising content for the whole campaign - both main and Multistage stages
- all your mailing (main and Multistage) must be part of a single advertising campaign
- you must send your Multistage mailing in addition to a main mailing
- you can either choose to send an introductory 'teaser' that precedes your main mailing, or reminders that follow it, or you can do both (there are no restrictions on the number of teasers or 'reminders' you can do within a permitted period)
- your Multi-stage mailing must be directly related to your main mailing, bear the same branding and feature the same customer offer
- both stages of your advertising campaign (main and Multistage) must take place within a six-month period
- mailings (main and Multistage) in a single advertising campaign must total at least 40,000 items. You must ensure that the volume of Multistage mailings (whether teasers or reminders) does not exceed the volume of the main mailing itself
- you must always use all or part of the same address database for the Multistage mailings as for the main mailing
- you cannot use Advertising Mail with Multistage option to send bills, statements or other commercial communications

## **Your main mailing items (main stage)**

You can choose to use any addressed Royal Mail product when sending the main stage mailing, but it must be advertising content. Please remember that the main stage mailing itself is not eligible for the Advertising Mail with Multistage option savings.

## **Your Multistage mailing items (Multistage)**

- your Multistage mailings (whether teasers or reminders) can be sent by Business Mail or by Advertising Mail, but must be advertising content.
- our Advertising Mail with Multistage option has the following features:
  - Economy delivery speed only, with a delivery aim of 4 working days after the day of posting
  - option choices for the Multistage stage:
    - Advertising Mail with Low Sort option
    - Advertising Mail with High Sort option and meeting OCR requirements
    - Business Mail with Low Sort option
    - Business Mail with High Sort option and meeting OCR requirements
- items must have a maximum weight of 15g (either for a postcard or a fully sealed envelope with contents)

## **Preparation of your mail**

- your Advertising Mail with Multistage option items are processed automatically by our machines. As a result, you must ensure that your items are designed and addressed in the appropriate way:
  - for any Low Sort option your items must meet the Barcode specification or the OCR specification. The technical requirements can be found in the 'Machine-readable letters and large letters' section of this user guide
  - for the High Sort option, if you choose to do this level of sortation and to present your mail to these requirements, your items must meet the High Sort requirements as well as the OCR letter specification detailed in the 'Machine-readable letter and large letters' section of this user guide
- if you have chosen Business Mail, please refer to the 'Business Mail 1<sup>st</sup> Class, Business Mail and Packets' section of this user guide for our Business Mail with Low Sort option requirements and our Business Mail with High Sort option requirements. Please note, if you chose the High Sort option your items must also meet the OCR letter specification, and all items must be advertising content
- this option is not available for Sustainable Advertising Mail or for our product options requiring no sortation

## **Savings available with Advertising Mail with Multistage option**

- your saving is in addition to the normal Business Mail or Advertising Mail price
- you will receive an invoice for the normal discounted price of Advertising Mail with Low Sort options, Advertising Mail with High Sort options, Business Mail with Low Sort options or Business Mail with High Sort options
- your Advertising Mail with Multistage option savings are paid as retrospective postal credits, provided that you meet all the Advertising Mail with Multistage option qualifying criteria, once we have received your claim application

## **How to claim your Advertising Mail with Multistage option saving**

- you can claim your saving as soon as you have sent all the mailing items (main and Multistage) that make up your advertising campaign. We regret that we will not be able to process your claim if you fail to send us the information we require
- you must make only one claim per advertising campaign, and we therefore advise you to only submit the claim once you have completed all the stages of your campaign
- you must make a claim for your Advertising Mail with Multistage option saving within 6 months of completing your entire advertising campaign (claims will not be accepted after that period)
- for each claim you must supply and send in the following documents to the address stated on the Advertising Mail with Multistage option application form or if agreed in advance, the claim can be sent to your account manager:
  - the completed and signed Advertising Mail with Multistage option application form for the credit to your account (you can download this from the Advertising Mail Multistage page at [www.royalmail.com/advertisingmail](http://www.royalmail.com/advertisingmail))
  - a live addressed sample of both the main mailing and the Multistage mailings

## 8. General Information

### Availability of Advertising Mail with other Royal Mail offers

LOW SORT & HIGH SORT	CLASS / SPEED OF DELIVERY		
	1 <sup>st</sup>	2 <sup>ND</sup>	Economy
Sustainable Advertising Mail	Available	Available	Available
First Time User	Not available	Not available	Available
Tailor Made Incentives	Available	Not available	Available
Advertising Mail with Multistage option - Main Stage	Available	Available	Available
Advertising Mail with Multistage option - Multistage (Secondary) Stage	Not available	Not available	Available
Volume Related Discounts	Available	Available	Available
Term Contracts	Available	Available	Available

NO SORTATION & MACHINE-READABLE OPTIONS	CLASS / SPEED	
	1 <sup>st</sup>	2 <sup>nd</sup>
Sustainable Advertising Mail	Not available	Not available
First Time User	Not available	Available
Tailor Made Incentives	Available	Available
Advertising Mail with Multistage option - Main Stage	Available	Available
Advertising Mail with Multistage option - Multistage (Secondary) Stage	Not available	Not available
Volume Related Discounts	Available	Available
Term Contracts	Not available	Not available

NO SORTATION & NOT MACHINE-READABLE OPTIONS	CLASS / SPEED	
	1 <sup>st</sup>	2 <sup>nd</sup>
First Time User	Not available	Available

## **General information and requirements for our Advertising Mail with Big Book and Heavyweight options**

- your Big Book option mailings need to be flexible i.e. they need to fold in half if necessary, to go through the letterbox. To help you make sure your items meet our service specification you will be able to send us samples for testing. We can offer advice if you are uncertain whether your item qualifies.
- there must be a delivery instruction printed on your Heavyweight option item so that it can be left at the property if the recipient is out. Please see the 'Sorting' section of this user guide for more information on our Alternative Delivery Specification (ADS)
- our Big Book and Heavyweight options includes a supply to you of average national daily fall-to-earth delivery data specific to your mailings

## **9. Audit after Posting**

If, during or following an audit of your mailings, we reasonably believe that you have not complied and/or cannot comply fully with the Advertising Mail terms & conditions (for example the advertising content or data recency requirements), we will be entitled to:

- suspend your ability to send Advertising Mail until such time as we are satisfied of your ability to comply with the necessary terms and conditions, and/or
- terminate our Advertising Mail agreement with you

Where we can demonstrate that you have not fully complied with the requirements of Advertising Mail in respect of specific posting(s) where you have benefited from the Advertising Mail rates, we may require you to pay us a sum equal to the difference between the aggregate Advertising Mail postage rate paid as part of such posting(s) and the appropriate charge that you would have had to pay us for the equivalent Business 1<sup>st</sup> Class or Business Class posting(s) that do not qualify as Advertising Mail, as well as our reasonable costs and expenses incurred in carrying out the audit and calculating any amount due from you.